



# OUR ORGANIZATION

TWENTY-FIRST EDITION

**ITBA**

# What is SABF?

The South American Business Forum (SABF) is a non-profit organization founded in 2004 by students from the Instituto Tecnológico de Buenos Aires (ITBA). Since its inception, its mission has been to create spaces for dialogue between 40 current leaders and 100 outstanding university students who will become the leaders of tomorrow. This space is created through an annual conference that addresses topics of current relevance and fosters connections among individuals who contribute to the sustainable development of the world.

Over the past 20 years, SABF has witnessed the emergence of innovative ideas and the growth and development of its participants. To select the attendees, students must present their opinions, innovative ideas, and actionable approaches to the themes proposed for each year's SABF.

To ensure that no selected student misses the opportunity to participate, SABF imposes no financial barriers to attendance: Applying is completely free and selected participants enjoy covered expenses such as full board and accommodation.. The organization is funded through sponsorships from private companies and donations from the SABF and ITBA communities.



# About our conference

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Our conference will take place on August 1st, 2nd, and 3rd in Buenos Aires, Argentina, and it is a unique experience for students. Participants not only get to listen to and interact with 40 distinguished speakers from diverse disciplines and regions of the world but also become protagonists of the event. Through debates, dynamic activities, and cultural exchange spaces, attendees will engage their critical thinking skills and deepen their analysis of the conference themes, forming lasting connections.

Thanks to an innovative agenda, each day becomes a distinct experience:

## Day 1: Inspiration and Learning

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The first day provides a formal and educational space where students delve into the various topics of the conference. Speakers deliver lectures in an auditorium, addressing themes from multiple perspectives and professional fields, encouraging deep reflection among participants.

## Day 2: Interaction and Collaboration

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This day focuses on participatory activities that promote idea exchange, joint reflection, and cultural enrichment, placing students at the center of the experience. These activities build on the content presented on the first day and foster meaningful dialogue among participants.

## Day 3: Closing and Future Outlook

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The final day is dedicated to consolidating learning and strengthening the connections formed during the previous days. Students leave with valuable memories, contacts, and insights that transcend the event itself.

At SABF, each day is designed to inspire, connect, and empower the leaders of tomorrow.

# Student Profile

At SABF, we seek the top 100 university students from around the world those with inspiring and outstanding profiles, demonstrated through their academic achievements, leadership skills, and drive to create a positive impact in their communities. We are looking for young individuals who:

We want individuals committed to creating change, sharing ideas, and collaborating in building a better future. Your discipline doesn't matter: what counts is your willingness to make a difference.

We believe that great ideas can come from anywhere and anyone, which is why our conference is an inclusive and open space for students from all disciplines and regions of the world.



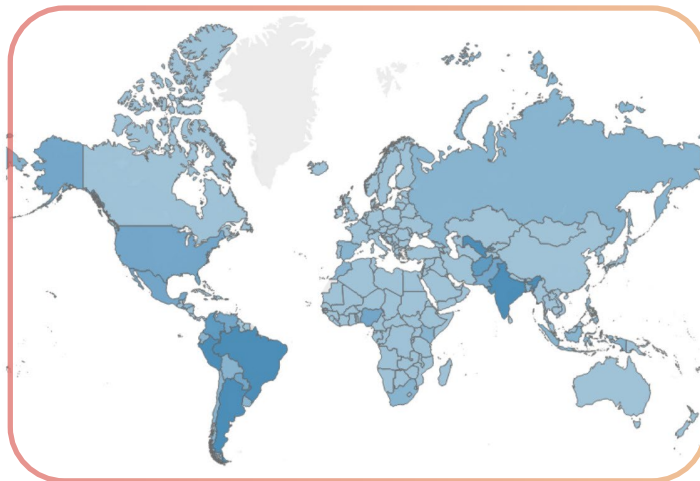
# The Impact of SABF

## SABF Community Worldwide

20  
Editions

1733  
Participants

170  
Countries



550  
Speakers

50.000  
Applicants

## Shaping global leaders

The SABF is a hub for global leaders. Among the alumni we can find:

**+200**

Hold leadership positions  
in multinational companies

Maria Elisa Frias - UBER  
Matías Sulzberger - APPLE

**+1000**

Work at multinational  
corporations

Maria Eugenia Martelli - NIKE  
Yvonne Menianto - AMAZON  
Virginia Pedulla - GOOGLE

**+40**

Startups founded

Tiendanube, Nexton,  
The podcast app,  
Mudafy, Decentraland

**+700**

Have earned MBAs,  
MPAs, or PhDs.

## Notable speakers



**Claudia Scherer-Effosse**  
Ambassador of France in  
Argentina  
2023



**Marc Bertogliati**  
Sales Director in Europa,  
Middle East, Africa at  
Mastercard  
2023



**Dalia Mogahed**  
Director of Research at the  
Institute of Social Policy  
and Understanding  
2023



**María Eugenia di Paola**  
Coordinator of the United  
Nations Development  
Program for Argentina.  
2023



**Daniel Leslie**  
Managing Partner / Director  
of Business Development  
and Owner of Reflexions  
2024



**Nicholas Negroponte**  
Co-founder of the MIT Media  
Lab  
2019



**Diego Iuzuriaga**  
Profesor and Director of  
Entrepreneurial Ecosystem  
at University Torcuato Di Tella  
2024



**Rick Dow**  
Principal at The DOJO Group  
2024



**Erica Young**  
Funder of The Reliants  
Project and Team Advisor  
2024



**Rob Britton**  
Profesor and Director at  
AirLearn  
2024



**Jon "maddog" Hall**  
Executive Director of Linux  
International  
2018



**Takahiro Nakamae**  
Embassador of Japan in  
Argentina  
2021

# Main theme

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## Between live and oblivion

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When we contemplate what awaits the future of humanity and the footprint we leave today, it is impossible to ignore the role of the digital era – the double edged sword that enhances and optimizes our everyday lives at the cost of erasing imperfections. This unfolding transition rewards the automatized attainment of set standards while punishing any shred of authenticity.

Core elements of humanity, the genuine, the imperfection and the spontaneous have historically been essential in stimulating creativity and human connection. These run the risks of becoming obsolete, as we sacrifice our individuality for a standardization of our expressions and a predictable identity.

In this modern social context, our limited access to truth has made us increasingly vulnerable to institutions that shape our beliefs and influence our daily lives. Through these advances, we have become adjacent to reactive feedback and validation, redefining our interpersonal relationships as well as our personal identity and meaning of life.

How do we define our personal and collective identity in an automatized context? When is it too late to realize that we are forgetting humanity?

## Subtopics

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- The Dilemma of Deception
- The Meaning Mirage
- The Thread of Perception

## Contact Information

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## Social Media

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[www.sabf.org.ar](http://www.sabf.org.ar)



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